

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
*(use as many sheets as necessary)*
*Complete if Known*

Application Number: 10/634,501  
 Filing Date: August 5, 2003  
 First Named Inventor: Darrell ANDERSON  
 Group Art Unit: 2164  
 Examiner Name: Sana A. Al Hashemi

Sheet 1 of 2

Attorney Docket No.: Google-54 (GP-064-06-US)

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	US Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
/S.A./	CX	5,740,549	04/14/1998	Reilly et al.	
	CY	5,848,397	12/08/1998	Marsh et al.	
	CZ	6,026,368	02/15/2000	Brown et al.	
	DA	6,044,376	03/28/2000	Kurtzman, II	
	DB	6,144,944	11/07/2000	Kurtzman, II et al.	
	DC	6,167,382	12/26/2000	Sparks et al.	
	DD	6,269,361	07/31/2001	Davis et al.	
	DE	6,401,075	06/04/2002	Mason et al.	
	DF	6,985,882	01/10/2006	Del Sesto	
	DG	7,136,875	01/14/2006	Anderson et al.	
	DH	7,039,599	05/02/2006	Merriman	
	DI	95/001,073		Reexamination of Stone et al.	
	DJ	95/001,061		Reexamination of Stone et al.	
↓	DK	95/001,069		Reexamination of Stone et al.	
	DL	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>2</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
/S.A./	DM	WO 97/21183	06/12/1997			

Examiner Signature	/Sana Al Hashemi/	Date Considered	04/10/2010
--------------------	-------------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant

1 Unique citation designation number 2 See attached kinds of U S Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3) 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible 6 Applicant is to place a check mark here if English language translation is attached

U S Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		Application Number:	10/634,501
		Filing Date:	August 5, 2003
		First Named Inventor:	Darrell ANDERSON
		Group Art Unit:	2164
		Examiner Name:	Sana A. Al Hashemi
Sheet	2	of	2
Attorney Docket No.: Google-54 (GP-064-06-US)			

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source		T <sup>2</sup>
/S.A./	DN	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994		
	DO	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995		
	DP	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997		
	DQ	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997		
	DR	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997		
	DS	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998		
	DT	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998		
	DU	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998		
	DV	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998		
	DW	AdForce, Inc., A Complete Guide to AdForce, Version 2.6, 1998		
	DX	AdForce, Inc., S-1/A SEC Filing, May 6, 1999		
	DY	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999		
	DZ	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 <sup>nd</sup> Ed., John Wiley & Sons, 1999		
	EA	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073		
	EB	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061		
	EC	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069		
	ED	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068		
	EE	Statement Regarding References in 1449 Form		
/S.A./	EF	Canadian Office Action to Canadian Patent Application No. 2,499,807, dated May 7, 2009 (13 pgs.)		
/S.A./	EG	Decision of Rejection for Japanese Patent Application No. 2005-501985, mailed May 12, 2009 (2 pgs.) with translation (2 pgs.)		

Examiner Signature	/Sana Al Hashemi/	Date Considered	04/10/2010
--------------------	-------------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number 2 Applicant is to place a check mark here if English language translation is attached

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /S.A./